

## Influencing Consumers' Decision to Buy Life Insurance

<b>Received Need Analysis</b>	<b>Bought</b>	<b>Face Amount Bought</b>
Yes - 41%	73%	\$423,000
No, but had one in the past - 23%	58%	\$337,000
No - 36%	49%	\$215,000
<b>Producer Recommended Amount to Buy</b>	<b>Bought</b>	<b>Face Amount</b>
Yes - 49%	70%	\$427,000
No - 51%	57%	\$260,000

Source: 2011 LIMRA Opportunity to Buy Study